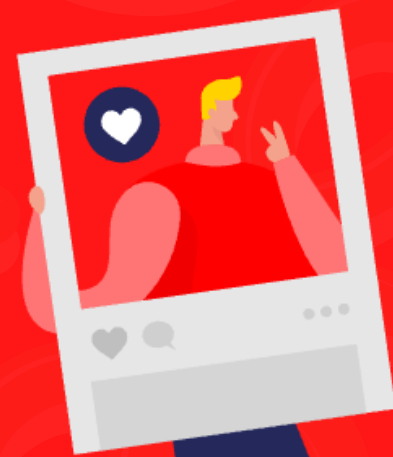


# SKINNY X OTS CAMPAIGN ANALYSIS 2022



**ots**

*Guilt Free* **Skinny**  
BARS



# THE BRIEF

After a few weeks of back and fourths and multiple email chains, OTS presented the brief to Democracy Agency to run an advertising campaign, on behalf of Skinny Bars, via the Off The Shelf TikTok platform.

The idea was to create brand awareness for the Skinny Bars brand and show shoppers where to find their new products.

Consisting of a 4 video series that will be broadcasted over the course of 4 weeks, including 3 traditional review style videos and 1 giveaway video.

# YOUR TEAM

**ELLIE**  
Videographer



**BEN**  
Content Lead

# ...AND HOW DID WE PERFORM?

**227,329  
VIEWS**

**210  
HOURS**

**5,780  
LIKES**



# TOP PERFORMER

## SKINNY DREAM STRAWBERRIES & CREAM

- **128,000 VIEWS**
- **1,012 LIKES**
- **49 BOOKMARKS**
- **135 HOURS WATCHED**
- **98% UK AUDIENCE**

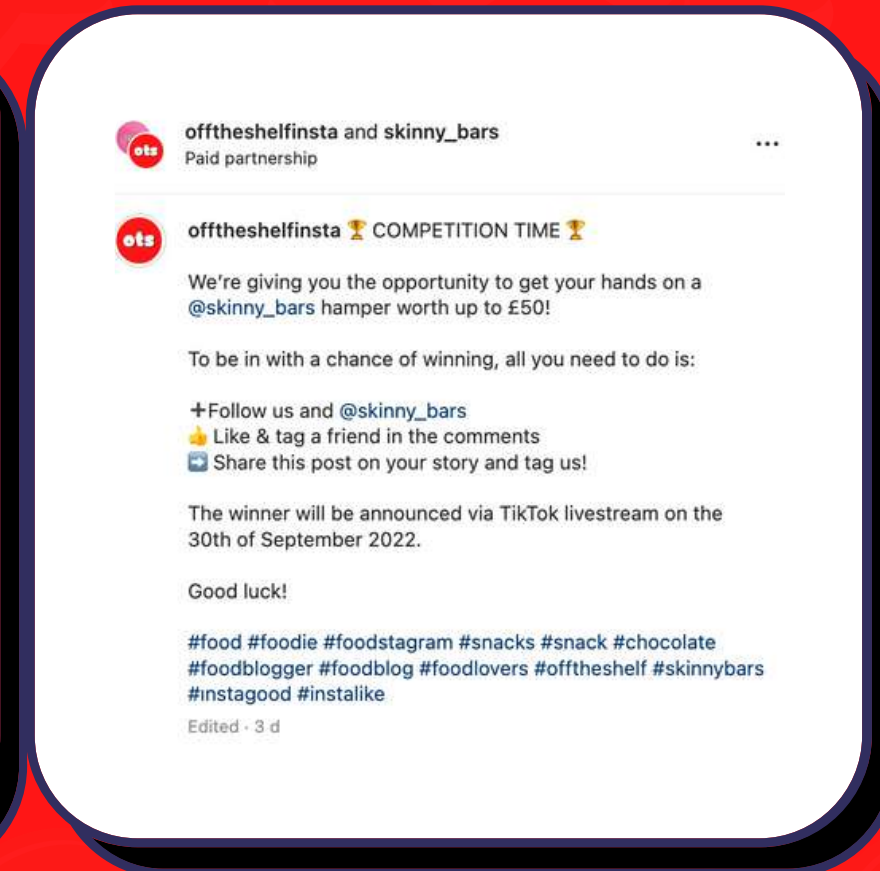


# GOING MULTIPLATFORM



The posting didn't just stop at TikTok. We also broadcasted Skinny Bars products on Instagram, boasting an impressive engagement rate of 1 in 3.

# GIVING BACK TO THE COMMUNITY



People love a giveaway and there's been no change with this one; Breaking our engagement record overnight, we've created major brand awareness and lust for Skinny Bars.

# WHAT DID OUR AUDIENCE THINK?



**@Alison Louise**  
Strawberry & Cream

"Oh wow i normally love the mint skinny whips but gna have to try these!"



**@user1258902789642...**  
Latte & Dark Chocolate

"Wow didn't realise it they did coffee flavour!! Going to try these!!"



**@Alison Louise**  
Salted Caramel

"Absolutely 10/10"





# FEEDBACK

"Off the Shelf were a delight to work with on our latest campaign. They were extremely professional and produced some brilliant content on behalf of our client. Couldn't recommend this fabulous team more."

**Influencer Executive**  
**@ Democracy PR**